

## Message Text

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W  
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R 140517Z JUL 77  
FM AMEMBASSY MANILA  
TO SECSTATE WASHDC 2316  
INFO AMEMBASSY KUALA LUMPUR  
AMEMBASSY JAKARTA

UNCLAS MANILA 10806

E.O. 11652: N/A  
TAGS: BEXP, RP  
SUBJECT: PROPOSED PACIFIC NORTHWEST REGIONAL COMMISSION IOGA  
TRADE MISSION

REF: A. STATE 148018, B. STATE 156633, C. JAKARTA 9095

1. EMBASSY WOULD WELCOME SUBJECT MISSION AND COULD GIVE FULL SUPPORT IF TIMING COULD BE CHANGED SLIGHTLY. WE HAVE PLANNED TO HOST A N.Y. STATE IOGA TRADE MISSION AND TO ASSIST AMERICAN FIRMS TO PARTICIPATE IN THE PHILIPPINE INTERNATIONAL TOY FAIR DURING THE FIRST TWO WEEKS OF DECEMBER AND, ACCORDINGLY, WOULD FIND IT DIFFICULT TO HANDLE YET ANOTHER PROMOTION DURING THE SAME PERIOD. NOVEMBER 15-18 WOULD BE AN EXCELLENT DATE AS THAT WOULD COINCIDE WITH THE SAWMILL AND PLYWOOD MACHINERY SEMINAR AND EXHIBITION BEING STAGED IN MANILA BY MILLER/FREEMAN ON THOSE DATES. WHILE WE WILL HAVE A LOCALLY RECRUITED SOLO SHOW NOVEMBER 21-24, 1977 FOR NEOTEC ELECTRONIC MEASURING EQUIPMENT, ANY TIME IN NOVEMBER WOULD BE ACCEPTABLE FOR THE NORTHWEST MISSION. LIKEWISE ANY DATES IN JANUARY WOULD ALSO BE ACCEPTABLE.

2. THE PHILIPPINE WOODWORKING INDUSTRY IS BEING STIMULATED BY A PRESIDENTIAL DECREE WHICH PHASES IN A BAN ON LOG EXPORTS TO ENCOURAGE LOCAL WOOD PROCESSING. AT  
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THE SAME TIME THERE IS INCREASING LOCAL CONCERN ABOUT WATERSHED DENUDATION AND FROM LOGGING OPERATIONS HAVE BEEN SHUT-DOWN BY GOVERNMENT IN RECENT MONTHS. OVERALL, HOWEVER, WOOD PROCESSING IS EXPECTED TO BE A GROWTH INDUSTRY, AND IMPORTS OF WOOD WORKING MACHINERY ARE EXPECTED TO INCREASE ANNUALLY.

3. A MARKET RESEARCH REPORT ON TIMBER INDUSTRIES SUBMITTED BY SUPERIOUS MANAGEMENT AND INVESTMENT CORPORATION IN JUNE 1976 SHOWED IMPORTS OF WOODWORKING MACHINERIES GROWING AT ABOUT 35 PERCENT PER YEAR FROM 1974 THROUGH 1976 WITH 1976 IMPORTS AT \$12 MILLION. THE U.S. SHARE OF THIS MARKET HAS INCREASED FROM 30 PERCENT TO 50 PERCENT FROM 1973 TO 1975 AND IS PROJECTED BY SUPERIUS TO CONTINUE INCREASING.

4. THE PRODUCT LINES WHICH HOLD THE HIGHEST SALES POTENTIAL ARE THE BIG TICKET ITEMS USED IN PROCESSING WOOD. THE SMALLER ITEMS USED IN FURNITURE AND WOODCRAFT MANUFACTURING REPRESENT GOOD SALES POTENTIAL. THERE IS LOCAL PRODUCTION OF HAND-HELD TOOLS WHICH ENJOY A GOOD SHARE OF THAT MARKET. SPECIFICALLY, SUPERIUS NOTES THOSE PRODUCTS WITH HIGHEST SALES POTENTIAL ARE: SAWMILL, PLYWOOD AND VENEER MACHINES; BANDSAWS, CHAINSAWS, RIG SAWS, CROSS-CUT SAWS, CIRCULAR SAWS, (NOT FOR PRIME SAW MILLING OPERATIONS) SIZING SAWS; KILN DRYING EQUIPMENT; EXHAUST APPARATUS FOR SAWDUST, DUST EXTRACTION EQUIPMENT; LATHERS, PLANERS; TURNERS; THICKNESSERS, EDGERS; SIZERS; RIGGERS. THOSE WITH GOOD SALES POTENTIAL ARE: MORTISES, JOINTERS, SHAPERS, TENONERS, MOULDERS; PRESSES, GLUERS, POLISHERS, CLAMPS; CARVERS, POSITIONERS; SANDERS, SPLICERS; SAW FILING EQUIPMENT, PANEL SAWS; SCREWING MACHINE; LOG TURNERS, DOVETAILERS, CLIPPERS; SHAPERS AND SHARPENERS.

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5. MISSION MEMBERS INTERESTED IN THE FURNITURE INDUSTRY MAY FIND IT USEFUL TO VISIT LEGASPI AND CEBU. HOWEVER, MOST FIRMS OF ANY SIZE HAVE HEAD OFFICES IN MANILA, EVEN IF PRODUCTION FACILITIES ARE IN THE PROVINCE.

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## Message Attributes

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